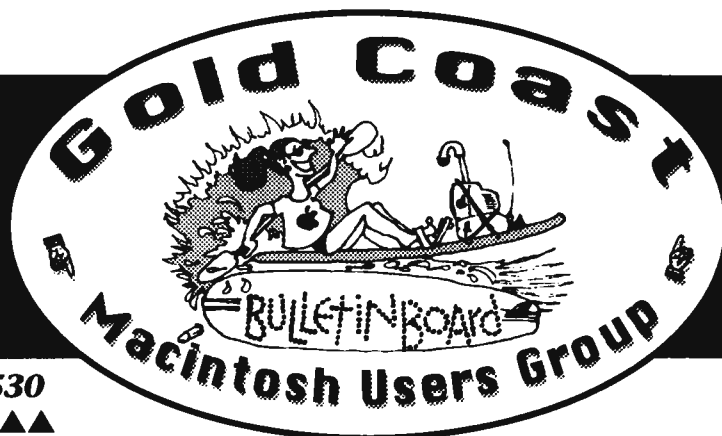


## May 1997 Edition 5, Volume 2



### Back cover

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# The Ed

Hi there everyone,

This issue was going to be greatly reduced, due to the workload being carried by yours truly, but in true Aussie style numerous members (and non-members) have come to my rescue to assist in the production your newsletter. Many thanks.



For those of you that have internet connections we have a site for the group, being hosted by Michael Matthews it can be found at:

<http://www.onthenet.com.au/~mmathews/gcmacuser.html>  
or at <http://www.spider.net.au/gcmug/>



If you wish to voice your opinion about something happening in the club or just something you feel strongly about why not drop me a line at Coolibah Creative, all details on the back cover.





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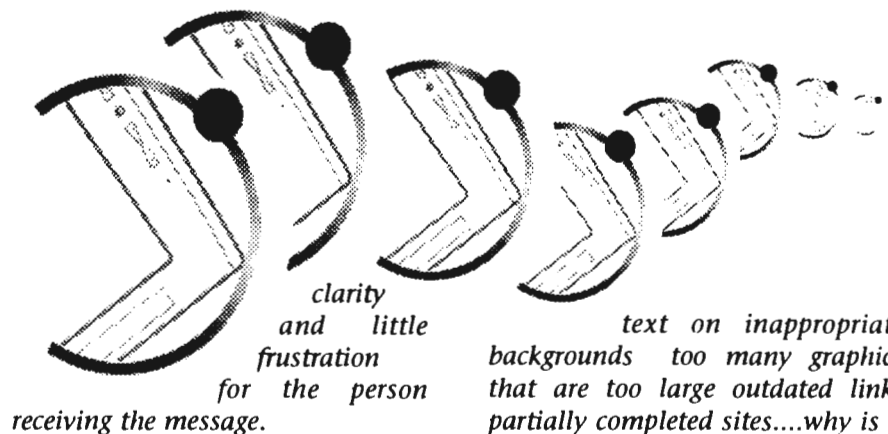
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## Web Worx

The evolution that has taken place with the WWW reveals that the medium is indeed dynamic and its limits are stretched frequently and new styles implemented daily.

The move from plain text pages with the occasional link was replaced by pages that used a variety of styles within each page. This was followed by the use of a myriad of backgrounds, many of which conflicted with the text. (like fonts and the early days of DTP) These were followed by the move to blinking text, soon followed by animated gifs, java animations, talking pages, Shockwave, streamed audio and vision and just about any other special effect imaginable. So what? You may believe it is fun to have these effects on a page. Well the problem is that designing pages with such effects included defeats the reason behind creating a web page in the first place. Web pages are a form of communication. To communicate a message or make a statement there must be a degree of



Sadly the speed at which most people are accessing the web is such that to wait for movie to download, or a page of fancy decorative graphics to appear is such that it is wasting time and money. Money is in fact wasted on both sides of the design coin as designers are spending their time creating effects that will turn more people away, than on to their sites. Hopefully the playing fields will change when we move to cable modems and ISDN links but presently these are still on the wish list.

A list of the most disliked aspects of sites... according to web surveys

text on inappropriate backgrounds too many graphics that are too large outdated links partially completed sites....why is it there if it is still under construction?

Java scripts that hide link URLs pages that never download except for the adverts extras such as movie/sound clips that only work with plug ins.

Frames used without purpose...and not including a non frames version spelling mistakes animated gifs that take for ever to download and then do not stop after playing a number of times special effects without purpose.

Far be it for me, a man often seen wearing green shirts and purple trousers, to be telling others what is suitable and what isn't, but it is fascinating to analyse this rapidly developing business.

Why make a page if your audience cannot read it??

## Designing your own web pages

**This article will stick to creating a straightforward web site presenting text and graphic information, with simple interactivity.**

### Step 1:

**Identify your audience (or audiences) clearly**

Before going any further, decide who you're interested in communicating with. Who are they? How old? How

educated? This will affect the information you put on your site, how you'll order it, the graphic style, type size and complexity. Define your audiences' information needs and put them in order of priority. This will help you decide the sequence of pages as well as the effort you put into different elements of the site.

If you have several audiences with very different needs, you may need to divide your site to cater to them properly. Or you may need alternative index pages geared to each group.

### Step 2:

**List everything you want to put on the site**

Staying focussed on your chosen audience and their needs, list everything you want to put on the site. Include anything you'd like to put on the site in the future, even if it won't be there to begin with.

Continued on page 10



# On the Net

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continued from front cover

## FROM THE PREZ

of change. The restructuring and downsizing of the corporation had to happen, the streamlining of the product line had to take place as did the refocusing of energies into more feasible future software and hardware.

Perhaps some of the newer machines starting to surface in the US are leading the way.

The latest, the 6500 has a 300 mhz 603e processor, 64 megabytes of RAM, built in Zip drive, comes with 64 bit graphics card, telephone and video capture built in as well as web publishing systems built in. This is an entry level machine!

It is also interesting to note that the worlds fastest laptop, the Mac Powerbook 3400, is in great demand and dealers have not been able to keep up the supply.

Our next meeting is looking to be a first! Our previous vice president Dale Trevor will be presenting a detailed account of the use of his computer to organise and monitor a share portfolio. We are fortunate to have Dale present on this topic as he has vast experience and will be able to explain the pitfalls and advantages of this use of technology.

Thank you to those club members who gave up their time to run our club stand at the recent Computer Expo at Albert Waterways. It was hectic with a huge crowd turning out in the morning, the queue stretched over 100 metres just to get in. Our stand featured the Internet, Music, video, graphics digital image making and multimedia. It attracted a great deal of interest from the full range of computer users!!!

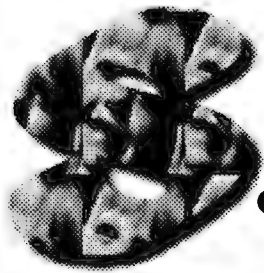
We look forward to seeing you at our next meeting!☛

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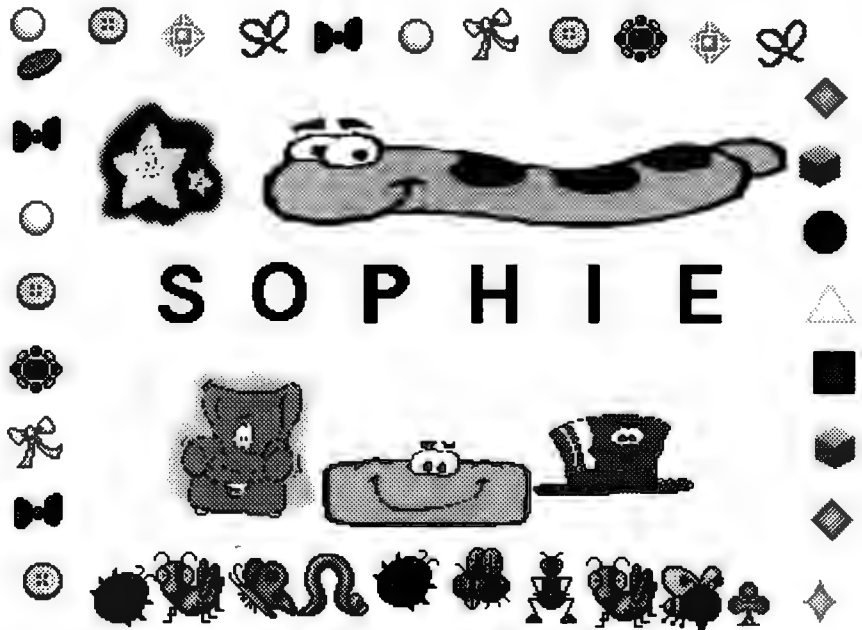
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# KID STUDENT

Hey kids, this is your page, can you help me to fill it? Please send any creations to the Editor.  
Poems, pictures, short stories and puzzles, anything you would like to see in the newsletter.



**ophie**

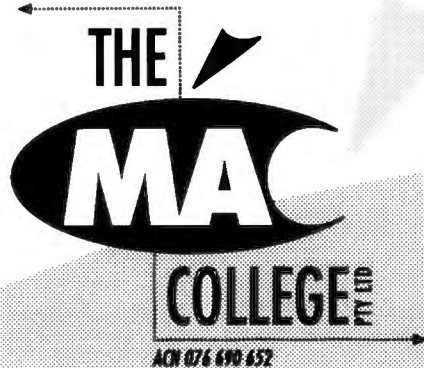


**athryn**

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**Enquiries to:**

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### Taurus

By Patricia Edwards

This year the Sun will be in Taurus from 11.03 am AEST on the 20th April until 10.18 am on the 21st May for Tropical or Western Astrologers. The planets Uranus and Neptune start a period of retrograde motion (i.e. appear to move backwards in their orbits as observed from Earth) during this astrological month.

Last month, while the Sun was in Aries, was a good time for starting new projects. This month, while the Sun is in Taurus you can take time to consolidate. Taurus is about values, and while material possessions often take the limelight this month, it is also a good time to think about your goals and how you might attain them.

Taurus is ruled by Venus, the second closest planet to the Sun. It takes 224.5 days to make one circuit and is always near to the Sun when observed from Earth. Venus is the morning or evening "star" seen at dawn or dusk. It spends approximately one month in each sign and has a retrograde phase once every two years. Its symbol signifies the mirror of vanity associated

with the goddess of love, harmony, fertility and beauty, known as Venus to the Romans and as Aphrodite to the Greeks.

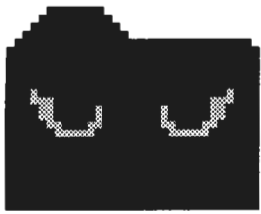
Venus shows how we attract - other people, experiences or objects. It compels us to experience feelings through our attachment to others. It also encourages us to interact harmoniously in civil society, enabling us to learn the social skills of compromise, adjustment and the ability to convey a good impression. This is a good month for parties and socialising but beware of over indulgence.

Although Venus is considered a feminine principle it is by no means submissive. It is our ability to be artistically creative and also indicates appreciation of art and beauty, romance, diplomacy and impartiality.

If the bank balance can stand it, a luxury bought now may also turn into a sound financial investment.

Taurus is the social and sensual month, so have a good time and I'll see you in Gemini.☺

For your personal  
Astrological chart contact  
Patricia on: 5532 1251  
You will need to provide your  
birth date, time & place



# Very Cool Apple Facts

by Gareth Edwards

*Here are some very interesting Apple facts. Enjoy!*

*And remember: When it comes to the Mac Most PC users don't know jack!*

Apple has international appeal. Apple is the most used personal computer brand overall in Australia, per IDC, and is the number one brand in Australian small business, education, and consumer markets. Apple is the number one U.S. computer vendor and the number three vendor overall in Japan with 14% to 15% share per IDC and Dataquest. Macintosh was the number one selling brand of desktop computers in the U.K. in the fourth calendar quarter of 1995, per IDC. Apple's share was 13.0%, followed by Compaq at 11.9% and Packard Bell at 9.6%. The Macintosh Performa 630 and Performa 5200 were the number one and number three best-selling personal computers in the European home market in 1995, according to Dataquest. The Mac OS is more popular than Windows NT servers on the Internet. After Unix, the Mac OS is the most popular platform for World Wide Web servers. More than 20% of the servers on the Web are Macintosh systems.

Apple's worldwide marketshare is much larger than the public has been led to believe. In fact, Apple's worldwide marketshare is greater than the COMBINED marketshares of Chrysler, Mitsubishi, Cadillac, Lincoln, Acura, BMW, Volvo, Lexus, Mercedes, Eagle, Infiniti, Saab, Land Rover, Jaguar, Audi, and Porsche.

Macintosh computers based on the PowerPC chip, significantly out perform comparably equipped Intel-based PCs.

Independent tests, using 10 applications available for both Windows and Macintosh, showed that a 120 MHz PowerMac 9500/120 was, on average, 51% faster than a 120 MHz Pentium processor-based PC. Tests by Byte Magazine confirmed these results.

Over 25,000,000 Macintoshes have been sold and over 56,000,000 people worldwide use Macintosh everyday!

More web pages are created on a Macintosh than any other platform. Recent reports show that Macintosh is the #1 platform for Worldwide Web authoring, with 41 percent market share.

Macintosh isn't just for graphics! Macintosh has a 50%

*Hello fellow mac advocates.*

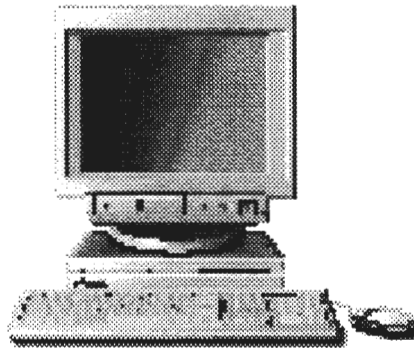
share of chemical, pharmaceutical, biotechnology, scientific, and engineering computing markets.

Macintosh is still the only true "Plug and Play" computer. But don't take my word for it. Here's what Computerworld magazine had to say, "The full benefit of plug and play technology in Windows 95 is still two years away."

Even PC magazines have to admit Macintosh is better! The February 1996 issue of PC World magazine rated the Mac OS the best 32-bit operating system, over Windows 95, Windows NT, and IBM OS/2 Warp.

Macintosh is still significantly ahead of Windows 95 on features. Just ask Byte magazine who wrote, "To see tomorrow's PC, look at today's Macintosh." Or Computer Reseller news who wrote, "Market acceptance non withstanding, Windows is far, far behind the Macintosh." Or perhaps consider what PC Computing said, "Macintosh System 7.5.2 is by far the easiest, smoothest, most usable operating system out there."

Apple leads in computer industry innovation. According to the Jan. 29, 1996 issue of Information Week, Apple Computer was awarded 53 U.S. software patents in 1995, more than any other vendor



## NOBODY CAN BEAT APPLE'S BRAND LOYALTY!

Computer Intelligence InfoCorp just announced that Apple again led the PC industry in repurchase loyalty in 1995 and according to their report seven in eight of Macintosh users who purchased a PC in 1995 purchased another Mac. I wonder how many Packard-Bell buyers bought another Packard Bell?

When placed head-to-head, the Macintosh beat Windows hands-down in a public battle staged by the Software Publishers Association, titled "Ultimate Mac vs. Windows Challenge." The Windows team (staffed by the Windows Sources magazine editor and his assistant) was beaten in a series of real world tests (which included assembling the computer, connecting a printer; zip drive, connecting to the Internet, etc.) by Apple's team (which consisted of a 10-year-old boy who did all the real world tests and assembly by himself.)

Apple is the multimedia king, as reports show that 63% of all multimedia applications development is done on Macintosh computers. And 33% of existing multimedia computers are Macintosh.

*continued on page 8*

Macintosh is the undisputed choice of commercial publishers. Apple has a 63% share of the commercial publishing market and a 26% share of the corporate publishing market.

Macintosh rules the CD-ROM market. 72 percent of all multimedia CD-ROM titles are developed on a Macintosh; Regardless of the platform they run on, 42 of the 50 top-selling CD-ROM titles worldwide were developed on Macintosh; and Apple is the Number 1 multimedia vendor in the world...for the second year in a row

In a test for the easiest to put together PC, a 35 year old Teacher was brought in to race A ten year old to see who could set up a computer faster. The 35 year old used a Pentium with Windows, and the 10 year old used a 7500. The 35 year old guy quit after he took 25 minutes to find out how to plug things in, while ten minutes prior, the 10 year old was just watching the Mac do it's own Installations from 7.5.5, and five minutes after that, He was wrecking havoc on Marathon Infinity. -Need I say more?

# Brain Teaser

The names Frank Drake and Carl Sagan are synonymous with the Search for Extraterrestrial Intelligence. Drake began the search in 1962 with his Project Ozma which spent two months listening to the nearby stars of Tau Ceti and Epsilon Eridani. He is now the director of Seti Institute an Mountain

View California.  
Carl Sagan is even more well known as the Professor of Astronomy at Cornell University, a prolific writer and the Author and Presenter of the TV documentary COSMOS.  
In 1974 these two got together and sent a message to the stars. The message consisted

of 1679 binary ones and zeros, and was transmitted from the giant radio telescope at Arecibo towards the M13 galaxy, a cluster of some 300,000 stars 24,000 light years away. Here is the message in the same format - let's see what you can do with it!

by Brian Morgan

```
11111111111111111111111111111011101000010111101!1110000111011101011
110111101111101101!10000010000101111011111011011101110101111011110111
1101!011101110100001000010000110000!111111111111111111111111111111111
11110000111000011111111111111111101111!01111111111111111111111110110111
01111111111111111111111000011100001111111111111111111111111111111111111
1111110000011101110111000011111111101010111011101110111111111111101010
111011101110110111111111010101110000011100001111111111111111111111111
1111111111
```

*Any complaint as to the difficulty, to Brian not the Ed!! - Prize for the solver!*

It is good to have so many younger members logging on - but hey, don't be afraid to leave a message in the conference area!

Apple Easter Eggs - what are they? Log in to the BBS to find out!

*If you have something to sell or are looking for goods new or used, check out the Market Place in the BBS!*

If you need assistance with logging on or setting up your Telefinder Software, telephone the System Operator (Sysop) Sandra Woolard 5577 3839 •



by David O'Donoghoe

Continued... from last month

## Alta Vista

In the last article I listed some URLs for some popular search engines.

The most mega popular is AltaVista.

It comes in two flavours "simple" and "advanced" (I hear rumours of there being a third flavour in the Digital R+D labs- "Raspberry Ripple")

For our first experiments let us start with "Simple"

In my never ending obsession with the truly wonderful "Red Dwarf" television series,

we will try to find links associated with that.

First let us get to the AltaVista Page: Did you bookmark the URL from last time?

No? Shame on you! No more warnings, next time I will compel you to stand out in the garden and recite excerpts from my choice of the works of Enid Blyton.

The URL is: <http://altavista.digital.com>

See that blank white space to the left of the word 'Submit'?

Click on it.

See how the cursor flashes there now?

Type the words 'red dwarf' in this white space (without the quote marks).

The following should be the result  
red dwarf

Word count: dwarf: 79280; red: 3237946

Documents 1-10 of about 60000 matching the query, best matches first.

Hmmm. 60,000 documents. You really COULD check all of these out.

At a rate of 6.8 pages per hour, for the next year (Oh, don't expect to be able to sleep or anything).

As you would have guessed, there is a LOT of information out there. The trick is to reduce it down to a manageable amount. This IS possible.

When we typed in the phrase 'red dwarf' we were actually telling AltaVista to search for the word: 'red', and the word 'dwarf'. We do not want this.

Is there a way to group, or lock these words together? Yes.

Try enclosing 'red dwarf' in quotes, like this: "red dwarf".

What are the results?

Word count: red dwarf: about 5000

Documents 1-10 of about 4000 matching the query, best matches first.

OK. 4000 is a heck of an improvement on 60,000, you'd agree? You would only need to check out 10.95890411 pages a day, to be finished in a year.

We need to narrow it down further, don't we?

What possible connection to the words 'red dwarf' do we not want to see?

For the purposes of this demonstration, I do not wish to see the word 'smeg' on any of the pages. (The word 'smeg' can be substituted for almost any 'nasty' word, as in:

'smeggin hell', 'as ugly as smeg', 'I fell in a big pile of smeg')

In other words we wish to see all the pages containing 'red dwarf', but minus the word 'smeg'

Type it like this: "red dwarf" -smeg

Word count: red dwarf: about 5000

Documents 21-30 of about 3000 matching the query, best matches first.

So we've reduced it by another thousand. Not quite the massive reduction of the last example, but significant. You can keep reducing the numbers by excluding other words and phrases. Problem is, that too many people like 'Red Dwarf'. To reduce the number of documents more significantly, we will have to use the Advanced version of Alta Vista.

We might leave that till next month.... No.... We WILL leave it till next month.☛

Significant reductions.



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## Glossary

**GIF** – Graphic Image Format. The original and most widely compatible Web image format.

**Home Page** – The first page a visitor sees when they come to your Web site.

**HTML** – Hyper Text Markup Language. The coding language that controls the way a Web page is displayed.

**Intranet** – A network that uses the same technology as the Internet, but which is only accessible over an organisation's private computer network.

**ISP** – Internet Service Provider. The companies that provide you with a Web connection through their "host" computers.

**Java** – A programming language developed by Sun Microsystems for writing small programs ("applets") that are downloaded from the Web and run as they're needed.

**JPEG** – Joint Photographic Experts Group is what it stands for. This is the second-generation Web image file format that's best for photographs.

**Links** – Keywords or graphics that connect you to another Web page, either within the same Web site or on another.

**Page** – A "page" on the Web is any single HTML file. It may fill just a single screen or it can be hundreds of screens long.

**Site** – Any virtual "location" on the Web is called a "site". A large computer can host many sites. Or a site may be many smaller computers. A site can be as small as a single screen of text and as large as the National Library.

From page 3

### Step 3:

#### Map your site's overall layout

Now that you've decided what's going in, give it some order. A flowchart or map will help. By sketching your site's hierarchy and links, you'll see navigation problems early and help with future management and maintenance.

Whatever you do, don't lay your web site out for your convenience. Keep the focus on your audiences and make sure the site's layout meets their needs.

### Step 4:

#### Plan your visual design

Here's where you get your hands dirty actually laying out pages.

Decide the common elements you'll use on pages: headings, subheads, footnotes, body copy, navigation graphics and design elements. Claris Home Page comes complete with several sets of graphic elements you can use to dress up your pages. These can be edited (or of course you can create your own) with tools like Adobe Photoshop, Claris Impact or FreeHand.

By building "master" pages from these elements, you can simply open a copy of the master and add the specific content to create the final pages. You will typically need three or more master pages (plus the occasional special page).

### Step 5:

#### Prepare your copy

Writing for the web is a little different from writing a book or report. Because pages can be read in any order, it's important to make sure each works on its own, and has references to other relevant pages that should be read together with it.

Other than that, the normal rules of good communication apply: keep it concise and to the point; write with your audience in mind; try not to make spelling mistakes and set the style and tone to suit your audience (what works on a Mambo Web page would be inappropriate on a bank's site and vice versa).

You can copy and paste text into Home Page, or write directly in it. The style menu lets you apply HTML styles to the text as you go. If you have HTML that's been prepared in another application, you can paste that into Home Page and apply the style "Raw HTML", so Home Page can interpret it correctly.

Think about the right length for each page. A Web "page" can be anything from one line to thousands. Pages that are too short are distracting. Pages that are too long are daunting.

### Step 6:

#### Prepare your images

Photographs and paper graphics need to be scanned and converted to GIF or JPEG files (Home Page will automatically convert digital images from other formats).

## HINTS and TIPS

- Put a button on every page that takes you to your Home page or index page (remember, some of your site visitors may come directly to a page within your site rather than through the front door).

- Windows and DOS displays will show colours as darker than Macintosh displays. So

tend towards lighter colours (especially for backgrounds).

- Make sure every page is clearly identified as part of our site, so people know when they've left.

- Check all links (especially external ones) regularly.

- Consider people with slow modems and text-only browsers.

- File names should all be in lower case, with appropriate suffixes (.gif .jpg etc). Hard for Mac users, but essential if you're going onto a Unix host computer.

- Keep graphics clear and simple.

GIF is better for graphic images and cartoons with large areas of flat colour, while JPEG will give better results with photographic images.

There's always a trade-off between image quality and download time. Home Page will give you an estimate of download time for an image. An image that takes too long to download will annoy visitors or simply won't get seen. The goal is relevant, interesting graphics that add value and load fast.

### **Step 7:**

#### **Plan your links**

The links between Web pages are what gives the Web its interactivity and power. Carefully thought-out links can make a site much more effective by putting the answers to visitors' questions literally at their fingertips.

As well as links within your site, put links to outside sites wherever they're relevant and helpful to your audience.

Managing links is also an important job and one which takes a lot of care. If your site is at all complicated, consider buying Adobe SiteMill to help keep it up to date.

### **Step 8:**

#### **Organise your files**

Keep all the pages for your site in one folder. This lets you use "relative" links between files on the site. This means links will be preserved if you move the whole folder to another computer (like your IPS's host computer).

Put all images into an image folder within the site folder.

### **Step 9:**

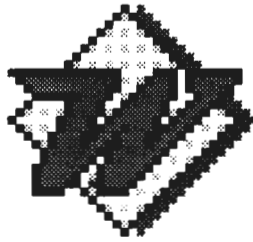
#### **Test and check**

Open your site with a browser and try every single page and link before going public.

That's all we have time for folks.

We hope this has helped you get a clearer idea of how you can go about creating a Web site for yourself or your organisation. With Claris Home Page or Adobe PageMill, you will find the actual layout of the pages very straightforward. Their templates and help will fill in the gaps we don't have space for here. Good Luck!☛

From the Apple Newsletter  
Summer 1996



# **Word with Woolard**

by Sandra Woolard

## **Formatting Issues**

**Q** How do I get information on the formatting of specific text quickly?

**A.** With a portion of the text highlighted, you can go to the format menu and click on either font or paragraph to give you details. However, a quick and easy way is to click on the arrow/question mark icon (also known as the help icon) on the standard toolbar, and then click on the text you are interested in.

You will get details on the paragraph and font formatting for the text you clicked on. Press the ESC key to end this mode.

**Q** I want my document to have a cover page. How can I get Word to start page numbering with the second page as Page 1?

**A** You need to create two sections in your document, with the first (your cover page) in a section by itself with no page numbering. The second section (the body of the document) will have page numbers in the footer, beginning with Page 1.

Here's how to do it:

#### **Step 1:**

With your cursor at the beginning of the first line of your "second" page (the one you want to be numbered as Page 1), choose Break from the Insert menu. In the resulting dialog box, select Next Page under Section Breaks. This is a forced break somewhat like the manually inserted page break, but with special

characteristics that allow you to format the sections differently.

#### **Step 2:**

With your cursor anywhere in the second section, choose Header and Footer from the View menu. Click the leftmost button in the Header and Footer Toolbar (Switch Between Header and Footer) to move to the footer pane.

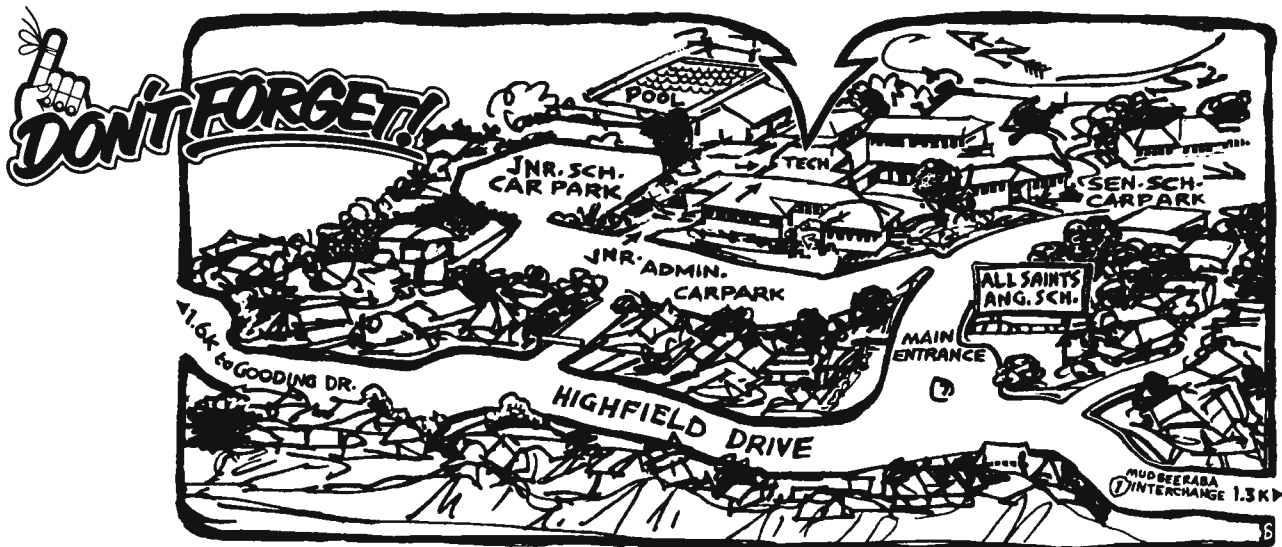
#### **Step 3:**

Choose Page Numbers from the Insert menu. In the resulting dialog box, be sure the position and alignment of the page number are set up the way you want them, and be sure that "Show Number on First Page" is checked.

Now click the Format button to bring up another dialog box. The default numbering format is probably what you want (standard Arabic numerals), but notice the two choices under Page Numbering. The default is "Continue from Previous Section," which is NOT what you want.

Click "Start at," and the number selector to the right will become active, defaulting to "1", which is what you want. Choose OK twice, then Close to return to normal document view. Your document's pages will be numbered exactly the way you want them.

This document is an edited extract of Word for Macintosh Frequently Asked Questions document which can be found on the Internet: /info-mac/info/sft/word-mac-faq-v0.3.hqx ☛



The next GCMUG meeting is on  
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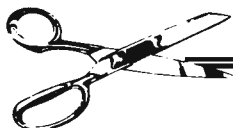
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